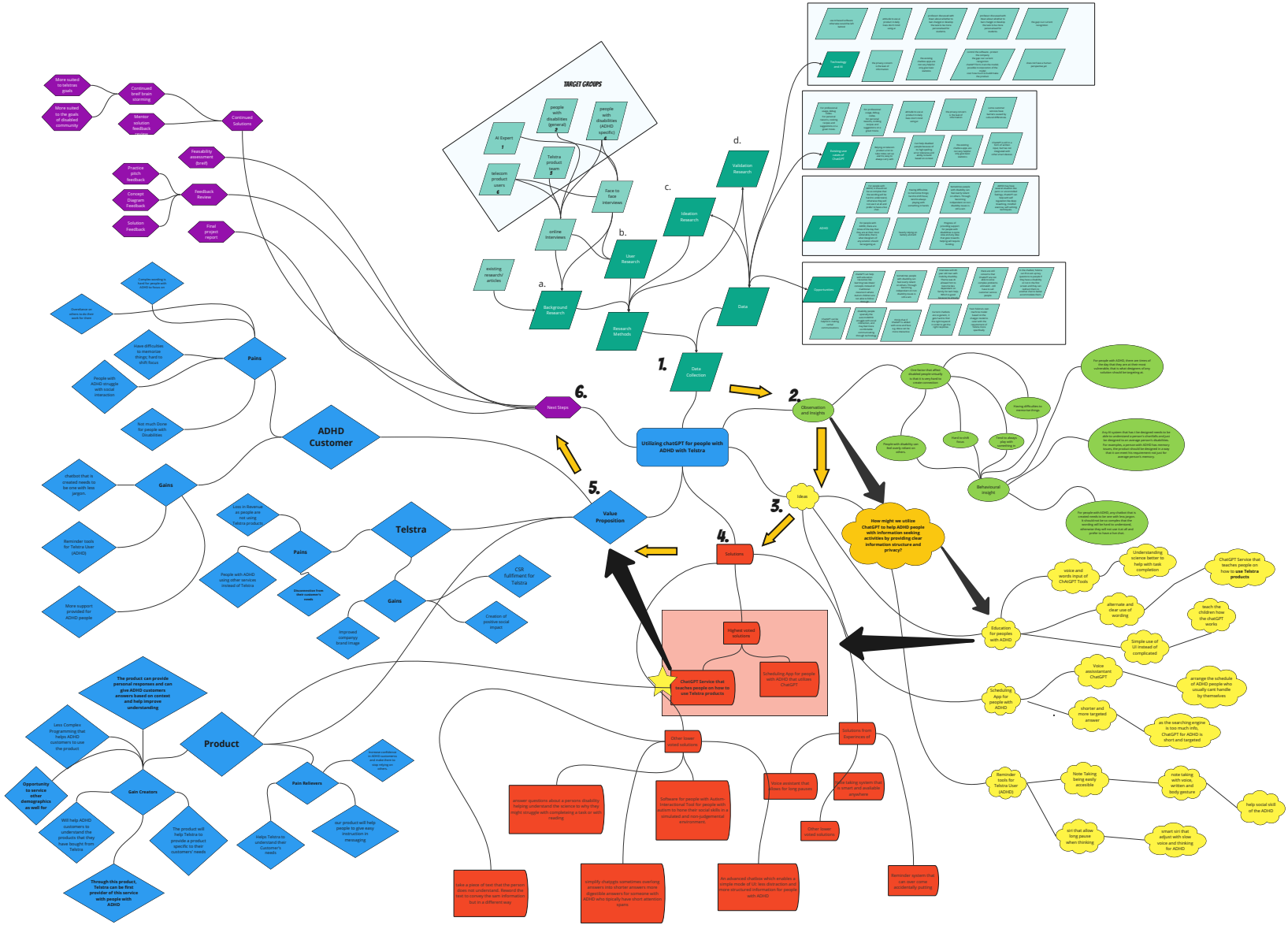
TARGET GROUPS
AI Expert 1
telecom product users 4
Telstra product team 3
people with disabilities (general) 2
people with disabilities (ADHD specific) 4
Face to face interviews
online interviews
existing research/ articles
a.
Background Research
b.
User Research
c.
Ideation Research
d.
Validation Research
Research Methods
Data
1.
Data Collection
2.
Observation and Insights
3.
Ideas
4.
Solutions
5.
Value Proposition
6.
Next Steps
Utilizing chatGPT for people with ADHD with Telstra
How might we utilize ChatGPT to help ADHD people with information seeking activities by providing clear information structure and privacy?
Behavioural insight
People with ADHD struggle with social interaction
Hard to stick focus
Hard for always stay within conversation
Hard to remember things
For people with ADHD, there are times of hyperfocus and times of difficulty in concentrating, that is why designers of any solution should be targeting at
Any AI system that has a fun designed needs to be able to understand a person's chemistry and you need to be able to adapt to their personality. For example, a person with ADHD has memory issues, the product should be designed in a way that it can meet this requirement not just for average person's memory
For people with ADHD, any solution that is created needs to be one with less jargon. It should not be so complex that the wording will be hard to understand, information should be clear and all and prefer to listen than read
Education for peoples with ADHD
voice and words input of ChatGPT Tools
Understanding science better to help with task completion
ChatGPT Service that teaches people on how to use Telstra products
alternate and clear use of wording
teach the children how the chatGPT works
Simple use of UI instead of complicated
Scheduling App for people with ADHD
Voice assistantant ChatGPT
arrange the schedule of ADHD people who usually cant handle by themselves
shorter and more targeted answer
as the searching engine is too much info, ChatGPT for ADHD is short and targeted
Reminder tools for Telstra User (ADHD)
Note Taking being easily accesible
note taking with voice, written and body gesture
help social skill of the ADHD
siri that allow long pause when thinking
smart siri that adjust with slow voice and thinking for ADHD
Highest voted solutions
ChatGPT Service that teaches people on how to use Telstra products
Scheduling App for people with ADHD that utilizes ChatGPT
Other lowest voted solutions
Solutions from Experiences of
Voice assistant that allows for long pauses
Note taking system that is smart and available anywhere
Other lower voted solutions
answer questions about a persons disability helping understand the science to why they might struggle with completing a task or with reading
Software for people with Autism International Tool for people with autism to have their social skills in simulated and non-judgemental environment.
Take a piece of text that the person does not understand. Reword the text to convey the sam information but in a different way
simplify chatgpt sometimes overlong answers into shorter answers more digestible answers for someone with ADHD who typically have short attention spans
An advanced chatbox which enables simple mode of UI: less distraction and more structured information for people with ADHD
Reminder system that can over come accidentally pulsing
ADHD Customer
Pains
Gains
Telstra
Product
Pains
Gains
Pain Relievers
Gain Creators
Pains
Gains
Loss in Revenue as people are not using Telstra products
People with ADHD using other services instead of Telstra
Observation from Customer's needs
CSR fulfilment for Telstra
Creation of positive social impact
Improved company brand image
Complex wording is hard for people with ADHD to focus on
Overdoses on options to decision needs to make
Have difficulties to memorize things, hard to shift focus
People with ADHD struggle with social interaction
Not much Data for people with Disabilities
chatbot that is created needs to be one with less jargon.
Reminder tools for Telstra User (ADHD)
More support provided for ADHD people
The product can provide personal responses and can give ADHD customers answers based on context and help improve understanding
Less Complex Programming that helps ADHD customers to use the product
Opportunity to service other demographics as well for
Will help ADHD customers to understand the products that they have bought from Telstra
The product will help Telstra to provide a product specific to their customers' needs
Through this product, Telstra can be first provider of this service with people with ADHD
Helps Telstra to understand that Customer's needs
our product will help people to give easy instruction in messaging
Increase confidence in ADHD customers to make decisions without relying on others
More suited to telstras goals
More suited to the goals of disabled community
Continued, brief brain storming
Mentor solution feedback
Continued Solutions
Feasibility assessment (brief)
Practice pitch feedback
Concept Diagram Feedback
Feedback Review
Solution Feedback
Final project report